

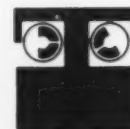
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TRAVEL PRINTOUT



Supported by a grant from Travel Industry Association of America

U.S.
Travel
Data
Center



Research News for the U.S. Travel Industry

February, 1984

Volume 13, Number 2

STUDY OF PACKAGE TOUR MARKET SEGMENTS RELEASED

Americans took 20 percent more package tour trips in 1983 than the previous year, estimates a U.S. Travel Data Center report released today.

According to U.S. Market for Package Tours, a report based on the Data Center's monthly telephone survey, Americans took 62 million package tour person-trips last year, 5 percent of total person-trips taken by U.S. residents. (A person trip is counted each time anyone goes 100 miles or more away from home.)

This study is the first detailed survey of the U.S. market for trips involving transportation, accommodations or other travel elements purchased together and prepaid, or package tours. It reports that on the average, Americans taking package tours tend to be middle-income, better-educated couples without children and living in metropolitan areas.

The most popular package tours are vacation trips primarily for outdoor recreation or entertainment and sight-seeing. Nearly half of all package tours involve air travel, and one quarter include a car rental or bus transport. Seventy-one percent of all package tours include hotel/motel lodging and most of the trips are three to nine nights long. The Northeast is the most popular U.S. package tour destination, which is not surprising since 34 percent of package tours are purchased by northeastern residents. Half of all package tour travelers do not consult a travel agent.

The report shows domestic tours tend to attract more low- to mid-scale families living in rural areas especially in the middle west regions. On the other hand, foreign tours tend to attract more mid-scale singles living in

large urban areas.

U.S. Market for Package Tours also contrasts market segments for air and motorcoach tours, and foreign escorted and unescorted tours. The 88-page report is being sent to all Data Center full members and is available to limited members and others for \$60.00, prepaid, from the U.S. Travel Data Center, 1899 L Street, N.W., Suite 610, Washington, D.C. 20036.##

1984 U.S. INDUSTRIAL OUTLOOK INCLUDES TRAVEL INDUSTRY

For the first time in its 25-year history, the U.S. Industrial Outlook, the annual U.S. industrial forecast compiled by the Commerce Department's Bureau of Industrial Economics, includes a section on the travel industry.

Data Center Director Dr. Douglas C. Frechtling wrote the travel services section which includes the industry's performance in 1983, an outlook for 1984, and a long-range forecast through 1988.

Emphasizing travel's important contribution to the economy, Frechtling estimates the travel industry employed 4.65 million U.S. residents and that travelers spent \$204 billion in the U.S. in 1983.

Long-term prospects for the travel industry are favorable, according to Frechtling. Travel expenditures are expected to grow 4 percent annually in real terms from 1984 to 1988, about the same rate as the overall economy.

Copies of the 1984 U.S. Industrial Outlook may be obtained by sending a check for \$14.00 (made payable to the U.S. Superintendent of Documents) to U.S. Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.##

DECEMBER TRAVEL PRICES DROP SHARPLY

The cost of travel in the U.S. in December 1983 posted the largest decline in 10 months according to the U.S. Travel Data Center's Travel Price Index (TPI), released today.

Led by declining lodging prices and bus fares, travel costs fell 0.6 percent in December following a 0.2 percent decline during November.

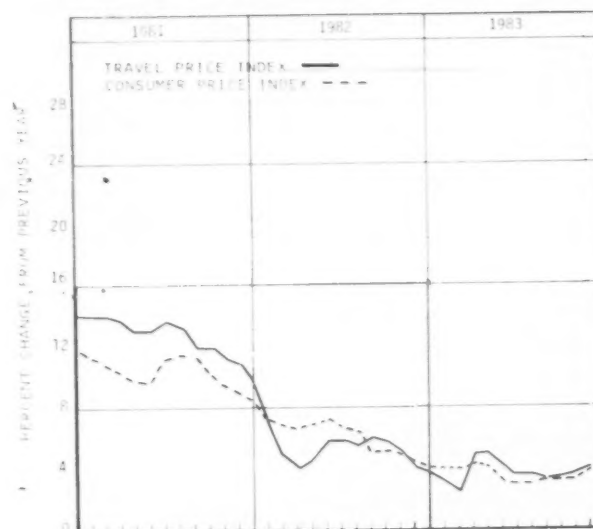
For comparison, the Consumer Price Index (CPI) rose 0.1 percent on a seasonally unadjusted basis in December, down slightly from the 0.2 percent rise during November.

The TPI, which measures changes in the seasonally unadjusted cost of lodging, food, transportation and other goods and services purchased by Americans traveling away from home in this country, stood at 352.4 in December (1967=100).

Bus fares dropped 2.5 percent while the cost of lodging out of town fell 1.6 percent. The cost of gasoline, airline fares, and incidental purchases also posted declines during December.

The TPI has increased 3.9 percent since December of last year, slightly

more than the 3.8 percent growth registered by the CPI during the same period. Intercity bus fares have grown the most during the past year, 7.4 percent. On the other hand, gasoline prices are still 1.6 percent below December 1982 levels.##



TRAVEL AND CONSUMER PRICES CONTINUE TO RISE SLOWLY

Monthly and Annual Rates of Change in the Travel Price Index and Components,
December, 1983

TPI Component	Monthly Percent Change November, 1983 to December, 1983	Annual Percent Change December, 1982 to December, 1983	Full year percent change 1983/1982
Transportation	-0.8	1.9	1.5
Airline Fares	-0.7	4.8	5.8
Intercity Bus Fares	-2.5	7.4	9.1
Intercity Train Fares	1.6	5.5	7.4
Taxicab Fares	1.0	2.3	1.3
Gasoline	-0.8	-1.6	-3.3
Lodging	-1.6	6.8	5.1
Food Away From Home	0.2	4.1	4.4
Entertainment Services	0.4	5.4	5.8
Incidentals	-0.4	2.9	2.9
TRAVEL PRICE INDEX	-0.6	3.9	3.4
CONSUMER PRICE INDEX	0.1	3.8	3.2

Source: U.S. Travel Data Center and U.S. Bureau of Labor Statistics

TRAVEL PRINTOUT is published monthly by the U.S. Travel Data Center, the national non-profit center for travel and tourism research, 1899 L Street, N.W., Washington, D.C. 20036. Telephone number, (202) 293-1040. Dr. Douglas C. Frechtling, Director. Ida Simmons, Editor. TRAVEL PRINTOUT reports on the results of Data Center projects, national travel research conducted by other respected organizations, and trends in the U.S. travel industry. Subscriptions are available for \$45 per year, U.S., Canada, and Mexico; other foreign countries, \$55 per year, payable in U.S. funds only.

ISSN: 0744-6233

THIRD QUARTER TRAVEL POSTS NEGLIGIBLE DECLINE IN 1983

Travel during the third quarter of 1983 remained virtually unchanged from levels recorded a year earlier, but travelers spent nearly 9 percent more nights away from home, according to the U.S. Travel Data Center's 1983 National Travel Survey Third Quarter Report, released today.

The national non-profit research center, which has conducted the monthly telephone survey for five years, reported U.S. residents took 363 million person-trips during July, August, and September 1983, 2 percent less than one year earlier. Declines in July and August travel offset the 9 percent increase recorded in September. (A person-trip is recorded each time someone goes 100 miles or more away from home.)

Travel for "other pleasure" purposes, such as outdoor recreation, sightseeing and entertainment, increased 11 percent in the third quarter, which is traditionally the most popular quarter for travel. On the other hand, business/convention travel fell nearly one-third. Travel to visit friends and relatives also weakened, down 11 percent.

Vacation travel fell a moderate 2 percent; however, the average vacation covered more nights away from home and slightly longer round-trip distances. Nights spent away from home on vacation trips rose 16 percent over third quarter 1982 levels.

Continuing an eight-month growth trend, air travel increased by one-fourth. Travel by personal motor vehicle, though, fell 4 percent below third quarter 1982 levels. At the same time, travel by the upscale market increased 11 percent, but households earning less than \$30,000 annually reported a 12 percent decline.

Visitor Volume at National Parks is unavailable this month as the National Park Service is temporarily unable to produce visitor counts.

A major alteration in travel patterns in the third quarter was the sharp increase in travel activity in the Great Lakes Country region. Not only did travel by residents of the region increase 14 percent, but travel to destinations in the region increased from 14 percent of total travel in third quarter 1982 to 18 percent during the same period of 1983.

The most popular destination region, however, continued to be The South which attracted 22 percent of all travel in the third quarter.

The 1983 National Travel Survey Third Quarter Report is based on telephone interviews with over 1,400 adult Americans each month. It includes over 100 pages of tables, charts, analysis and comparisons with 1982, and is being sent to members of the Data Center. It is available to others for \$60.00 prepaid from the U.S. Travel Data Center, 1899 L Street, N.W., Suite 610, Washington, D.C. 20036.##

NOVEMBER TRAVEL INCREASES 9 PERCENT

Confirming projections that family travel would grow substantially during the Thanksgiving holiday, the U.S. Travel Data Center announced today that travel by Americans in November 1983 increased 9 percent over year-earlier levels.

According to the Data Center's monthly National Travel Survey, 41 million adult Americans took 92.4 million person-trips in November, almost 40 percent of which occurred during the Thanksgiving holiday. (A person-trip is measured each time anyone goes 100 miles or more away from home.)

Reflecting the strong growth in travel during Thanksgiving, trips to visit friends and relatives pushed travel for pleasure purposes up 17 percent over November 1982. The volume of both vacation and business/convention travel remained about the same.

Air travel improved for the tenth consecutive month, posting an 18 percent year-to-date increase.##

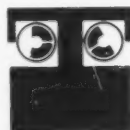
States comprising the travel regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. EASTERN GATEWAY: New York, New Jersey. GEORGE WASHINGTON COUNTRY: Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia. SOUTH: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee. GREAT LAKES COUNTRY: Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin. MOUNTAIN WEST: Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming. FRONTIER WEST: Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas. FAR WEST: Alaska, California, Idaho, Nevada, Oregon, Washington. THE ISLANDS: American Samoa, Guam, Hawaii, Northern Marianas, Puerto Rico, Virgin Islands.

CURRENT TRAVEL INDICATORS	November, 1983	% Change from October, 1983	% Change from November, 1982	Year-to-date % Change 1983/1982
Establishment receipts or retail sales				
Hotels, motels and other lodging places ¹	\$ 2,202 million	-14.9	11.0	7.1
Eating and drinking places ²	\$10,298 million	0.6	10.2	11.7
Gasoline service stations ²	\$ 8,768 million	-1.5	0.4	-0.8
Commercial lodging demand				
Hotel/motel occupancy rate ³	66.4 percent	2.8	3.3	0.5
Real demand for commercial lodging ⁴	\$ 820 million	-14.2	5.0	1.4
Airline passenger traffic⁵				
Domestic revenue passenger-miles	14.1 billion	-6.8	3.2	5.8
International revenue passenger-miles	3.5 billion	-23.8	15.3	11.1
Bus passenger traffic⁶				
Intercity bus passenger-miles	N/A	N/A	N/A	N/A
Highway traffic volume⁷				
Rural arterial vehicle-miles	34.6 billion	-8.2	5.0	4.2
Rail passenger traffic⁸				
Amtrak passenger-miles	335 million	10.0	25.5	4.6
Travel Price Index⁹	354.7	-0.2	3.6	3.3
U.S. resident travel¹⁰				
Total person-trips	92.4 million	14.2	9.0	0.2
Vacation person-trips	48.3 million	20.4	-1.0	-1.9
Public use of National Parks¹¹				
Visits	N/A	N/A	N/A	N/A
Overnight stays	N/A	N/A	N/A	N/A
Foreign arrivals in U.S.¹²				
From overseas	N/A	N/A	N/A	N/A
From Canada	702,538	-23.2	18.5	16.9
U.S. citizen departures¹²				
To overseas	N/A	N/A	N/A	N/A
To Canada	438,924	-39.6	6.6	-0.2
Domestic demand for motor gasoline¹³				
Barrels per day	6,600 thousand	-1.8	0.4	1.0

¹Source: Laventhol and Horwath, seasonally unadjusted. ²Preliminary; adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. ³Source: Laventhol and Horwath, seasonally adjusted. ⁴Source: Laventhol and Horwath, unadjusted expenditures for commercial lodging adjusted for inflation since 1972. ⁵Preliminary; U.S. scheduled service air carriers. Source: Civil Aeronautics Board. ⁶All carriers regular route and charter service. Source: American Bus Association. ⁷Source: Federal Highway Administration. ⁸Source: National Railroad Passenger Corporation (Amtrak). ⁹Source: U.S. Travel Data Center and Bureau of Labor Statistics. ¹⁰Source: U.S. Travel Data Center. ¹¹Preliminary; unadjusted for differences in reporting units. Source: National Park Service. ¹²Source: U.S. Travel and Tourism Administration and Nettelton Travel Research Center. ¹³Preliminary; Source: U.S. Department of Energy.

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U.S. POSTAGE
PAID
FIRST CLASS
PERMIT NO. 45523
WASHINGTON, D.C.

TRAVEL PRINTOUT February, 1984

Research News for the U.S. Travel Industry

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